

ALBERTA PROVINCIAL LIBRARY  
OCTOBER 1926

TWENTIETH YEAR NO. 29

GLEICHEN, ALBERTA, WEDNESDAY, OCTOBER 6, 1926

SUBSCRIPTION 2.00 PER YEAR

**PRIZE WINNERS  
AT GLEICHEN  
6TH SCHOOL FAIR**

Old Sat's School Room 1  
Potatoes, 3, 1st, Peter Black; orange  
2nd, Feltie McLean; 3rd, Dixie Waite  
Els.

Old Sat's School Room II  
Potatoes, 8, Tom McMaster; Peter  
Ax; Tom Fox

Pears, 1, 2nd, Dorcas Ghant Skitt; m.  
first.

Crescent School  
Carrots, 2, Nicholas Black; Ketty  
Jenny Black

Beets, 1, P. Running Bird

Turnips, 3, Running Bird; Peter  
Calf Pat B. Hat

Potatoes, 1, Sam O. Child

Cabbage, 2, L. Siting Engle; A.

McMaster; Peter

Gleichen Room 1

Carrots, 11, Je. McConnell

Beets, 1, G. McLean; Peter

Bacon, 9, George Scheppe; Marie

Hutchinson; Virginia Taylor

Turnips, 9, Wilber Lester; Eugene

Leiter; Jeet McLean

Turnips, 11, Gordon MacLean

Wilbur Murray; Bertie Nicholas

Mangolds, 9, Virginia Taylor; Jeet

McLean; M. Bolinger

Potatoes, 2, Eugene Sutton; Peter

Bolinger; Peter

Bolinger; Wilber Lester

Gleichen Room II

Carrots, 4, Eileen Scheppe; Iv.

Turnips, 1, Eileen Scheppe

Beets, 4, Wilber Lester; Marie

Iva Sunders; Robert Cantelon

Potatoes, 1, Iva Sunders

Turnips, 1, Iva Sunders; Delta Pe-

thman

Potatoes, 3, Iva Sunders

Turnips, 1, Iva Sunders

Gleichen, Room III

Carrots, 11, Harry Baggett; spe-

cial; Nona Downey; Rose St. Jean

Leiter; Jeet McLean; Bertie Har-

bert; Edna Nichols

Turnips, 4, Arthur Clifford; Jeet

McLean; Betty Taylor

Turnips, 7, Gordon MacLean; Alvin

MacLean; Bertie Taylor

Mangolds, 2, Don Harvey Baggett

no first

Potatoes, 1, Gladys Wilson

Turnips, 1, Gladys Wilson

Cabbage, 2, Iva Sunders

Gleichen, Room IV

Carrots, 11, Harry Baggett; spe-

cial; Nona Downey; Rose St. Jean

Leiter; Jeet McLean; Bertie Har-

bert; Edna Nichols

Turnips, 4, Arthur Clifford; Jeet

McLean; Betty Taylor

Turnips, 7, Gordon MacLean; Alvin

MacLean; Bertie Taylor

Mangolds, 2, Don Harvey Baggett

no first

Potatoes, 1, Gladys Wilson

Turnips, 1, Gladys Wilson

Cabbage, 2, Iva Sunders

Gleichen, Room V

Carrots, 5, Vern Sunders; Edna

Sanders

Mangolds, 1, Vern Sunders

Potatoes, 1, Vern Sunders

Turnips, 1, Vern Sunders

Cabbage, 2, Vern Sunders

Gleichen, Room VI

Carrots, 10, G. C. Lewis; Woods

Beets, 6, Elmer Sander; Clarence

Wesdorff; Vern Sunders

Potatoes, 5, Vern Sunders; Edna

Sanders

Mangolds, 1, Vern Sunders

Potatoes, 1, Vern Sunders

Turnips, 1, Vern Sunders

Cabbage, 2, Vern Sunders

Gleichen, Room VII

Carrots, 6, Myrtle McLean; Jessie

McLean; Vern Morrow

Beets, 6, Myrtle McLean; Jessie

McLean; Vern Morrow

Cabbage, 4, Vern Morrow

special; Peter McLean

Hammer Hill School

Carrots, 6, Myrtle McLean; Jessie

McLean; Vern Morrow

Beets, 6, Myrtle McLean; Jessie

McLean; Vern Morrow

Cabbage, 4, Vern Morrow

special; Peter McLean

Turnips, 4, Vern Morrow

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JOHN BOYD, LL.B.  
Barrister Solicitor  
and Notary Public  
GLEICHEN, ALBERTA  
(SUCCESSOR TO B. S. CORRY)

M. W. MACDONALD, LL.B.  
BARRISTER-AT-LAW  
ARROWOOD, ALBERTA

Collections a Specialty.  
Estate, Losses, Insurance, Bail; Fire  
and Life.

INVESTMENTS — FARM LANDS

DR. A. W. BOWLES  
M.D.C.M. M.C.P.S. Allo.  
Physician and Surgeon  
Phone Office 41, Residence 40  
GLEICHEN

GLEICHEN HOSPITAL  
MISS A. V. COOKS, R.N.  
(Registered in the Province of  
Saskatchewan and Alberta.)

Nurse in Charge  
VISITING HOURS:  
8 to 10 P.M. and — to 8 P.M.

PHONE BOX 141  
PHONE 35 DAY OR NIGHT

MISS E. FRANKTON  
Maternity Nurse  
Box 70, Phone 104  
GLEICHEN, ALBERTA

TOWN OF GLEICHEN  
OFFICE HOURS

8 a.m. to 12:30 p.m. and  
2:30 p.m. to 5:30 p.m. Daily

General meeting second Friday of  
each month at 8 p.m.  
The office will be closed as follows:  
Sunday, July 1st, 1928, and the  
last fortnight of July each year.

First two legal working days of each  
month for meter reading and first two  
legal working days of the month for  
the statement of month for collection, etc.

PETER MACLEAN,  
Secretary Treasurer.

T. H. Beach  
Auctioneer

Sales Conducted any place  
in the Province

FOR TERMS  
Engines at Gleichen Harness Store  
Office phone 8 Residence phone 2

### New Telephone Rates are Necessary

#### BECAUSE

The old rates failed to provide any  
reserve provisions for depreciation  
and did not provide for the use of  
the people of the province of \$22,  
960,000.

The old rates rarely paid for operating  
expenses and interest charges on  
the investment.

The interest charge of over a million  
and a quarter annually are fixed and  
cannot be reduced.

Operating expenses have been cut  
by the telephone company for  
several years and can be cut no further  
without seriously impairing the service.

The added revenue will secure ade-  
quate rates for the telephone company  
and put the telephone utility on a  
sound financial basis.

The telephone subscriber's share of  
the increase is small but he receives  
dollar for dollar of his rental in good  
service.

With adequate and fair rates, Al-  
berta's Telephone System is second to  
none in the Dominion. As a subscriber you  
appreciate this.

If you want

INSURANCE  
GET the BEST

See the Old Established Firm

HENDERSON & MALLORY  
GLEICHEN, Alberta. —

WHEN IN CALGARY  
STOP AT  
THE NEW  
**Imperial Hotel**

2nd Street East and 9th Ave.

Recently  
Renovated and Re-Modeled  
Running Hot and Cold Water in  
Every Room

RATES: \$1.00 and \$1.50 A DAY  
SPECIAL RATES BY WEEK

Shower Bath

GEORGE A. ANTHONY, Prop.

ROY M. ALLEN

Licensed Auctioneer

— and Valuator

Will Sell anything You have  
or own

Phone Rural, Milo  
CLUNY P.O. — ALBERTA

HARDWICK BROS.  
RANGE, SNAKE VALLEY

Owners of all cattle branded  
left ribs — left — right  
left and right — right ribs

Horses branded right hip

DH  
GLEICHEN, ALBERTA

GEORGE W. EVANS

Undertaking  
And Embalming

MOTOR HEARSE

Artificial wreaths always  
hand. Weather extremely  
will not effect these flower  
in any way.

GLEICHEN, ALTA.

A jazz band is a group of people  
paid to play static.

One of the greatest mistakes ad-  
vertising ever made is to assume  
that direct sales "Trade" is the  
only way to sell. You are  
entirely wrong.

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The interest charge of over a million  
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### THE GLEICHEN CALL

W. PARK BEAUMA, PROPRIETOR  
Member of the Canadian Weekly Newspapers Association  
Member of the Alberta Press Association

Published every Wednesday in the Heart of a Wonderful Rich Farming

Country, the Home of the Canadian Wheat

Advertiser Rates—Display, \$6.00 per Year. Advertising Costs \$1.00

for each advertisement. Reading Room open every day with  
dinner from 12:30 to 1:30 p.m. and from 4:30 to 5:30 p.m.

EXCHANGE MUST BE ADDED TO ALL CIRCUMSTANCES

### GLEICHEN, ALBERTA, WEDNESDAY

#### ADVERTISING COSTS MONEY

Yes, Sir! Every time it's mentioned use an exclamation mark, with this old phrase of humor. The idea that advertising costs money is just as fearful a thought to entertain as our that Canadian winter will soon be here. Cost money! So do wives, motors, furs, coal, good times. "But this air of levity is not business like," someone says.

"Business is a serious affair and money is the very life of its existence," to which of course any serious think will add "and profit"—which, by the way, is perhaps why advertising is world money.

Advertising costs money. Of course it does, sent raw material, machinery, wages, overhead salesmen's salaries, travelling expenses, insurance and bank loans. Why not once for all carve away this offence to sensible thinking, and admit that advertising really costs nothing when its profitability employed. At least nothing more than the cost of the sales commission.

No! No! Don't worry about the cost. The way to do it is to work over the problem of how to employ more and more advertising to produce profit. The greater the expenditure is on this plan of sales effort, the less will be the worry except perhaps as to the distribution of profits.

There are various conceits, quite a number, who begin by spending advertising dollars with a quiver, and then today are spending thousands, and smiling when they do it. It would hardly seem because advertising costs money.

Still one mustn't be too optimistic and the fact can

be overlooked that the whole business of business costs money.

"But, don't forget," says the spark of success, that it is out of the sales returns you have to cut out your slice of profit."

#### PLEASURE AND AMUSEMENT

Life is too short to give all to business and nothing o pleasure, and rest. Too many people deprive their stomach, head and heart until they have to come a cropper. Why? Because they have given up the pleasure of life but are merely too old, or their greed for money has tried up all the well springs of their being and they are incapable of enjoyment. Devote you business hours to business and your leisure hours to innocent pleasure and while some amusement and the cultivation of such things is will make life pleasant.

#### SOMETHING ABOUT MAIL ORDER HOUSES

Many arguments have appeared in various papers throughout the country pointing out the reasons why people should trade at home instead of with the mail order houses, but here is one that, to our knowledge, has not been mentioned.

Would you go to a local store to buy a pair of shoes? This question shows you his stock and will call your attention to the fact that this is a famous make of shoe. He will always tell you the name of the manufacturer.

He does so because the manufacturers of the recognized standard of goods have a reputation at stake and they must turn out grade of goods that will sustain it. This is also true of other goods. The local merchant and sales you can buy made to order in your town.

Do you see the name of the manufacturer in the description of articles in mail order catalogues? Can you buy McCormick or Deering machinery or L. H. C. gasoline engines any cheaper from the mail order house than from the local dealer?

Can you buy these makes of machinery from him at all? He does not turn this grade of goods out in his own house, but will make special order to you.

The manufacturer's share of the increase is small but he receives dollar for dollar of his rental in good service.

With adequate and fair rates, Alberta's Telephone System is second to none in the Dominion. As a subscriber you appreciate this.

There is no better business, no nobler nor more helpful to mankind, than housework. And it is one of the curious quirks of the times that while we rank "home" alongside of "work," call it the same word in the language and all that, yet set housework or house-keeping down as one of the least desirable of occupations.

Young men, you are the architects of your own strength of body and soul. Take for your star self-reliance. Don't take to much advice—keep at your helm and steer your own ship, and remember that the great art of commanding is to be a father of the world. Think well of your self. Strike out. Assume your own initiative. Put potatoes in a cart over a rough and rough road and the small ones go to the bottom. Rise above the envious and jealous.

### NOTICE

BLACKFOOT INDIAN RESERVE  
GLEICHEN, ALTA. —

Imposed on the Blackfoot Indian Reserve, Gleichen, on Monday, 20th September, 1926, the following:

HORSES

Bay gelding branded on left ribs  
and —S— left hip, blind off  
eye.

Buckskin mare and colt, branded  
left hip.

Brown mare and colt branded  
left shoulder.

in & yearling filly, Branded  
left shoulder.

CATTLE

Red 3 year old steer branded  
left hip.

Red steer, white face, 3 years old  
branded left shoulder and both  
copper wire same shoulder.

Hereford steer, 2 years old branded  
CT right ribs.

RHODE ISLAND REDS

Stray claimed the above  
will be offered for sale at the price  
of \$100.00. Gleichen, Alta., on  
Tuesday, October 22, 1926, at 2 o'clock  
in the afternoon.

H. Clark, Poundkeeper.

G. H. GOODERHAM, Indian Agent.

### TAKEN UP

One white face cow branded  
left ribs, head and heart and one half mile  
south of Arrowood school. Owner can  
have same upon proper identification  
and payment of fee of \$5.00.

W. COCHRANE,  
Phone 1117 Gleichen.

GENERAL CHANGE  
CANADIAN PACIFIC  
TRAIN SERVICE  
effective

SUNDAY, SEPT. 26, 1926

### WEST BOUND

No. 3 2:10 P.M.  
No. 1 2:05 A.M.

EAST BOUND  
No. 2 3:35 A.M.  
No. 4 4:10 P.M.

For any information consult

H. H. HALL, Gleichen

Ticket Agent.

Cold cash is soon melted by hot  
manman!

In your subscription to The Call  
send it.

### To The OLD COUNTRY Via

### FOR CHRISTMAS AND NEW YEARS

### Special Xmas. Sailings

DEC. 7 S.S. MONTREAL LIVERPOOL  
DEC. 11 S.S. METAGAMA GLASGOW-LIVERPOOL  
DEC. 15 S.S. MONTCALM LIVERPOOL  
DEC. 15 S.S. MINNEDOGA CHERBOURG-SOUTHAMPTON  
ANTWERP

SPECIAL SLEEPING CARS  
Will be operated through to the ship's side at West Saint John for the above sailings.

Book Early for Choice Accommodation  
Have the ticket agent of the Canadian Pacific, give you full information.

32  
CANADIAN PACIFIC

WE APPRECIATE YOUR BUSINESS

### Money Habits

The money habits that rule you now  
are the foundation of your success or  
failure later on.

Constant saving of small amounts  
will give you the most profitable  
habit you can have—the saving habit.

The Call will Meet all regular Job Printing Prices  
anywhere in Canada. Phone 12, Gleichen.

HOW IS YOUR STOCK OF:

LOOSE LEAF  
ACCOUNT SHEETS  
BILL HEADS  
LETTER HEADS  
MEMO HEADS  
ENVELOPES  
SHEET METAL  
BUTTER WRAPPERS  
ENVELOPES  
POSTERS  
CARDS, ETC. ETC. ETC.

ADVISE THE CALL, PHONE 12

The Call will Meet all regular Job Printing Prices  
anywhere in Canada. Phone 12, Gleichen.

WE APPRECIATE YOUR BUSINESS

### ESTRAY

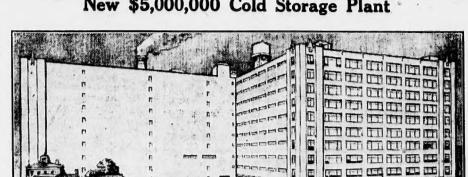
Streby on the premises of John Schiffer, Sec. 21-20 w. 4th, red  
shoulder, right shoulder, right side, right  
rib, right neck. Branded CIP  
right ribs and on right shoulder.

A woman shopper approached the  
shop and said: "I would like to look at your two cent stamps."

The clerk obligingly brought out a  
large sheet of stamps. Pointing to  
one she said: "This is the one in  
the sheet, this is the one I want."

She took the stamp and said: "I'll take that one."

### New \$5,000,000 Cold Storage Plant



The building, which will be ten stories in height, will be situated in the terminal warehouse and cold storage plant to cost in the neighborhood of five million dollars and to be located just east of the present plant. It will be used for the storage of foodstuffs according to information given out by the Montreal Rail and Harbor Terminals, Limited.

It will have a space area of 60,000 square feet, of which 15,000 square feet will be used for the storage of refrigerated articles, such as meat, fish, fruit, vegetables, etc.

The remaining 45,000 square feet will be used for the storage of general merchandise.

The plant will be built of concrete and will be equipped with modern machinery.

The plant will be built of concrete and will be equipped with modern machinery.





**"He Can Always  
Get a Loan!"**

Our Farmer's Account Book  
will prove useful in managing  
your farm. Ask for a copy.

**T**HE farmer who clears up his  
loan at the bank after every  
harvest rarely has difficulty in  
financing his farm.

When you need credit from  
the bank, a statement of your  
affairs given to the manager in  
confidence will create a better  
understanding between you and  
your banker.

**The Royal Bank  
of Canada**

Gleichen Branch D. Hutchison, Manager

**SIMMONS**  
Beds, Mattresses and Springs

**BEDS**—Round pillars, white enamel finish \$8.00  
Square pillars, walnut finish ..... \$17.00

**MATTRESSES**: Wood fiber between layers of colored felt ..... \$7.50

Soft filling upholstered with French rolled edge \$10  
"Ostermoor" Highest grade felt made ..... \$25.00

**SPRINGS**—Constructed of highest grade single cone, tempered steel, coil spring ..... \$8.50

Same as above, but with special interlocking top and bottom ..... \$11.75

"Slumber King" The springing is with wire sag. Flexible steel braces ..... \$11.75

Any of the above designs can be procured to make a complete outfit. You are invited to look over our catalogue for designs to suit your purpose, should they not be enunciated.

**McKAY HARDWARE CO.**  
GLEICHEN, ALBERTA

**Freshman Masterpiece Radio**  
IS

**THE GRATEST VALUE EVER OFFERED  
IN A RADIO SET**

Call and See the 1927 Model  
Batteries, Tubes and Accessories for all makes  
of Radios.

**D. L. McLEOD**  
JOHN DEERE DEALER,  
GLEICHEN, ALBERTA

**We Specialize in  
!! COAL !!**

**THAT SATISFIES IN QUALITY and PRICE**

**BECAUSE:**

- 1—We buy direct from the mine and have our own delivery.
- 2—We deliver off car whenever possible, saving an extra handling.
- 3—We have no agent's commission to pay or any wholesaler's charges.

**That's why we sell the best coal for less.**

It will pay you to see us for your winter's supply of Newcastle Coal. We will have coal on tracks every day now.

**R. S. McQUEEN**  
PHONE 37 GLEICHEN

**TOWN AND DISTRICT**

Glorious weather.

Cheer up! The best weather is yet to come.

Let the mighty hunters are after the wily duck.

W. S. Sutermeter spent Saturday in Calgary transacting business.

Hurrah! for the kiddies. They put on a mighty fine school fair.

A few report-shooting wild geese. But very few have come down from the north yet.

When the boys and girls brought home the red cards you feel; perhaps mother's what?

The hum of the trolley is unbroken throughout the length and breadth of this great wheat belt.

Major Lewis is the business man of a pithole in his home one day last week and as a result he was held up a few days.

Mr. James Young and children returned Friday from visiting relatives at Victoria, B. C., where they spent the summer.

The town council is having a lot of work done on Sixth Ave. in an effort to draw the water off that part of the town when it rains.

J. Little has moved his harness and riding shop to the former recently occupied by the Revelstoke Sawmill Co., where he is now ready to meet his customers.

R. M. Subashan returned Sunday from Woodville, Ont., where he spent a couple of weeks visiting his father, who is very ill, but was somewhat better when he left.

Under the heading "Fifty-Two Years Ago, 1884," The Calgary Herald produces the following: "The Rev. Mr. John Clark, of Crowfoot, averaged forty bushels of wheat to the acre."

Now, honest, dad, don't you feel ashamed for not helping the kiddies a little more with their exhibits? Look what they did all alone, and then think what a little more encouragement from you might have done.

**PRIZE WINNERS**

Birdie, ready to fly, 1, L. Light  
Homed towel, 9, Maggie Whiting  
May Chief; Martha B. Kette  
Homespun patch, gingham, 17, Madeline; 1/2, Kathleen Beach; Bonita D. Chief

Knitted Mittens, 6, Louise Black; Louise M. Guay; Minnie Kettle.

Article made from sacks, 4, Minnie M. Guay; Pipe; Daisy Axe; May

Chief.

During old sock or stockings, 17, Louise Black; Eva I. Head; Helen

W. Head; Betty Black; Alberta T. Nose; Emily Black

Wool, drawn work, Louise Black; Alberta T. Nose; Emily Black

Wool; cream, 15, Betty Taylor; Thelma Bowen; Verna; Morrow; Peg

27, Yates.

Drop Cookies, 11, Neella Little

Chief; Mary B. Head; Gladys

Chief; Dolly Doan; Gladys

Apple Pie, 15, Gerald Gates; Glyn

Hyndman; Emma Heavy Shield; Mur

iel McLean.

Knitted socks, 12, Nancy R. Hillman; 10, Martha B. Kettle; Dorothy Col

Col.

Sample button holes and buttons, 8,

Eva Iron Head; Clarissa L. Ratton;

Albertine Turned Up Nose.

Article made from sacks, 3, Louise

M. Guay; Bill L. Baldwin; Alberta T. Nose.

All-over pattern, 8, Betty D. Chief;

Albertine Turned Up Nose.

Homed towels, 5, M. Poor Eagle

Daisy Axe; Jean Spotted 1.

Wooling, Grade I, 17, Martha W. Chief; Mary B. Hat; Margaret Hutch

inson.

Wooling, Grade 11, 17, Nancy R. Bird; Maude Backfat; Jean McCon

nel.

Wooling, Grade III, 19, Dorcas

Glow Skin; Robert E. Mans; Daisy Axe.

Grade IV, writing, 16, Louise S. Clark; Clara Crum; Eddie M. Gobin

Writing, Grades V-VI, 17, Emma

B. O. Mans; Jean S. One; Minnie M. Pipe.

Writing, Grades VII-VIII, 17, Hugh

Hannay; Yvonne St. Jean; Marie Cunningham.

May of Alberta, 9, Paul R. Rabbitt;

Philip B. Shirt; Jack S. Eagle;

Albertine Turned Up Nose, 19, Philip

R. Rabbits; H. H. Hill; Alice Cartier.

May of Canada, 9, Ian W. Chief

Cartier; M. de la W. Chief

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